

Reasons for Allowance

1. The following is an examiner's statement of reasons for allowance:
2. The prior arts of record do not expressly teach or render obvious, in the context of the claims taken as a whole, the invention as recited in independent claims 1, 8, 16, 22, 26, 30 and 32.
3. Upon further consideration of the findings in the prior arts of record and arguments presented by the applicant in the remark filed on 8/27/09, the prior arts of record do not teach or suggest the explicit selection/requesting of an application, based on displayed application choices (information) on a client device that caused the recalling of a non-displayed link to an application descriptor stored in the memory of the client device corresponding to the selected/requested application to retrieve the application descriptor as a whole as recited substantially in independent claims 1, 8, 16, 22, 26, 30 and 32.
4. Neither a reference uncovered that would have provided a basis of evidence for asserting a motivation, nor one of ordinary skilled in the art at the time the invention was made, knowing the teaching of the prior arts of record would have combined them to arrived at the present invention as recited in the context of independent claims 1, 8, 16, 22, 26, 30 and 32 as a whole.
5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue

fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Qing-Yuan Wu whose telephone number is (571)272-3776. The examiner can normally be reached on 8:30am-6:00pm Monday-Thursday and alternate Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hyung (Sam) Sough can be reached on (571) 272-6799. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Hyung S. Sough/
Supervisory Patent Examiner, Art Unit 2194
10/09/09

/QING-YUAN WU/
Examiner, Art Unit 2194